



cc: all s/n's  
*[Signature]*

G.N. KURUC, JR.  
Chain Accounts Manager

400 Raritan Center Parkway  
Raritan Center  
Edison, NJ 08837  
908-225-4774  
Fax 908-417-9076

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JD  
KV  
HK  
FV  
HV  
DW

To: All Division/District Managers With Pathmark Stores

RE: **Pathmark Supermarkets (0522-00-00)**

Dear Managers:

A recent check of Pathmark Stores Pack Promotional Displays has indicated a need to establish some uniform call procedure guidelines for your Full Time and Part Time People to follow when servicing displays.

These guidelines have been established due to the following problems:

1. Placement of pack premium and coupon promoted product has resulted in low or out of stock conditions due to Pathmark's Automatic Ordering System. When a pack or carton UPC is scanned the system automatically reorders the item scanned. Since our pack premiums and coupons have standardized codes, the system cannot establish which brand was sold, it simply reads a 2, or 3 pack full price sale. Cigarette order clerks can "override" the system to order product as needed, if the brand and amount required is communicated each time your people "pack out" product. This should be a regular call procedure.
2. Incorrect placement of pack coupons (not covering the single pack UPC codes) has resulted in RJR being charged for items that did not correctly scan.
3. RJR Personnel placing 2, 3 or 4 pack purchase price instead of placing the price reduction figure. Only permanent price signage should reflect cigarette pricing in Pathmark Stores.

"We work for smokers."

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Please take the time to properly communicate these call guidelines to all Sales Personnel who regularly contact Pathmark Stores. I would also recommend that you provide each of these people with a copy of the guidelines to use as they contact stores.

Your assistance in communicating this information, and follow through in ensuring implementation is greatly appreciated.

Regards,

*NICK*

G. N. Kuruc, Jr.

GK

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cc: Applicable RSM's  
Sales Areas 1, 2

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## **Pathmark Supermarkets**

### **RJR Pack Promotional Activity**

#### **Call procedure guidelines for Sales Representatives and Part-time Promotional Representatives**

1. Check promotional dump bins to ensure that current offers are saleable.
2. Clean out dump bins as needed prior to placing new promotions.
3. Pack out new promotions (premiums and pack coupons).
4. Check RJR spelngfed area (if applicable) for refilling.
5. Check RJR Price Signage to ensure that current prices are reflected.
6. Do not place 2, 3, or 4 pack "total price" on POS. Price communication should include only amount of price reduction ie: \$ 1.50 off.

**Important: Save full empty cartons of all RJR product "packed out", Communicate amount "packed out", by brand to cigarette order clerk. Order clerks can "override" Pathmark's automatic ordering system to reorder all RJR product placed in promotional bins.**

#### **UPC Guidelines**

Use only those pack premiums that contain "standardized codes":

2 pack 12300-70373  
3 pack 12300-70375  
4 pack 12300-70377

#### **Pack Coupons:**

1. The coupon must cover all single pack UPC codes.
2. Pathmark's scanning system must scan only the 2, 3, or 4 pack UPC code located on the face of the coupon.
3. Once the coupon is removed the scanning system will scan the coupon value.

**Failure to follow the above guidelines will result in Pathmark charging RJR for incorrectly scanned cigarette items.**

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